



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Pol/R Casey/R/US Senate (16759)  
Shorr & Associates (2909)

Telerep/Washington DC, Washington DC  
(1040)

ph: (555) 555-5555

Political - Federal Candidate (1067)

POL/R CASEY/D/SEN/PA (134170)

National/Political

/06260208

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

Invoice 623018  
Inv Date 8/26/2012  
Terms Net 30  
Contract 325013  
Bill Type Standard  
Period 7/30/2012 - 8/26/2012

CO-OP/Order Type Yes/Normal  
Package

Gen. Date 8/27/2012 4:54:53PM

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

AgM

CASEY 4 SENATE 7/31

\*\*\*\*\* THIS IS A CASH IN ADVANCE

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:	<b>NEWS/TODAY 6-9A/1</b>							
	Spot	6:00:00AM- 9:00:00	Day, Th-3, F-3	08/02/12 6:28AM (Th)	00:30	Channel 11 News 6am	8CTV11202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day, Th-3, F-3	08/02/12 8:38AM (Th)	00:30	Today Show	8CTV11202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day, Th-3, F-3	08/02/12 8:58AM (Th)	00:30	Today Show	8CTV11202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day, Th-3, F-3	08/03/12 6:08AM (Fr)	00:30	Channel 11 News 6am	8CTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day, Th-3, F-3	08/03/12 6:38AM (Fr)	00:30	Channel 11 News 6am	8CTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day, Th-3, F-3	08/03/12 8:29AM (Fr)	00:30	Today Show	8CTV1202H	\$600.00	
2.0	Contract Line Remarks:	<b>NEWS/TODAY 6-9A/2</b>							
	Spot	6:00:00AM- 9:00:00	Day, M-3	08/06/12 6:09AM (Mo)	00:30	Channel 11 News 6am	8CTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day, M-3	08/06/12 6:44AM (Mo)	00:30	Channel 11 News 6am	8CTV1202H	\$600.00	
	Spot	6:00:00AM- 9:00:00	Day, M-3	08/06/12 8:57AM (Mo)	00:30	Today Show	8CTV1202H	\$600.00	
3.0	Contract Line Remarks:	<b>JEOP 7-730P/3</b>							
	Spot	6:59:29PM-Jeopardy	Day, Th-1, F-1	08/02/12 7:13PM (Th)	00:30	Jeopardy	8CTV11202H	\$1000.00	
	Spot	6:59:29PM-Jeopardy	Day, Th-1, F-1	08/03/12 7:24PM (Fr)	00:30	Jeopardy	8CTV1202H	\$1000.00	
4.0	Contract Line Remarks:	<b>JEOP 7-730P/4</b>							
	Spot	6:59:29PM-Jeopardy	Day, M-1	08/06/12 7:06PM (Mo)	00:30	Jeopardy	8CTV1202H	\$1000.00	
5.0	Contract Line Remarks:	<b>OLY PRIME8P-12M/5</b>							
	Sports-Oly	7:57:49PM-2012 Oly	Day, Th-1	08/02/12 11:53PM (Th)	00:30	2012 Olympic Summer Games - Primetime	8CTV11202H	\$8500.00	
6.0	Contract Line Remarks:	<b>OLY WEEKEND 5A-6P/6</b>							
	Sports-Oly	9:00:04AM-2012 Oly	Day, Sa-2	08/04/12 11:23AM (Sa)	00:30	2012 Olympic Summer Games - Daytime	8CTV1202H	\$1800.00	
	Sports-Oly	9:00:04AM-2012 Oly	Day, Sa-2	08/04/12 3:52PM (Sa)	00:30	2012 Olympic Summer Games - Daytime	8CTV1202H	\$1800.00	
7.0	Contract Line Remarks:	<b>OLY WEEKEND 5A-6P/6</b>							
	Sports-Oly	6:00:04AM-2012 Oly	Day, Su-2	08/05/12 12:13PM (Su)	00:30	2012 Olympic Summer Games - Daytime	8CTV1202H	\$1800.00	
	Sports-Oly	6:00:04AM-2012 Oly	Day, Su-2	08/05/12 4:48PM (Su)	00:30	2012 Olympic Summer Games - Daytime	8CTV1202H	\$1800.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$24,100.00
Commission	(\$3,615.00)
Net Total	\$20,485.00

Total Spots 17